

## ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh *Return On Assets* (ROA), *Return On Equity* (ROE), dan *Earning Per Share* (EPS) terhadap harga saham perusahaan *Food and Beverage* yang terdaftar di Bursa Efek Indonesia (BEI) periode 2014 sampai 2018.

Jenis penelitian ini adalah penelitian kuantitatif dengan pendekatan kausal komparatif (*Causal-Comparative Research*). Terdapat 18 perusahaan *Food and Beverage* yang terdaftar di Bursa Efek Indonesia (BEI) selama periode 2014-2018. Sampel pada penelitian ini diperoleh menggunakan metode *purposive sampling* sehingga berdasarkan kriteria yang telah digunakan didapatkan sebanyak 11 sampel perusahaan *Food and Beverage*. Metode analisis yang digunakan yaitu analisis regresi linier berganda dengan menggunakan program SPSS 25.

Hasil penelitian menunjukkan bahwa *Return On Assets* (ROA) dan *Return On Equity* (ROE) berpengaruh positif dan signifikan terhadap harga saham, sedangkan *Earning Per Share* (EPS) berpengaruh negatif dan tidak signifikan terhadap harga saham perusahaan *Food and Beverage* yang terdaftar di Bursa Efek Indonesia (BEI).



## **ABSTRACT**

*This research aimed to find out the effect of Return On Assets (ROA), Return On Equity (ROE), and Earning Per Share (EPS), on the stock price of Food and Beverages companies which were listed on Indonesia Stock Exchange 2014 – 2018.*

*The research was quantitative with Causal-Comparative as its approach. While, the population was 18 Food and Beverages companies which were listed on Indonesia Stock Exchange during 2014 – 2018. Moreover, the data collection technique used purposive sampling, in which the sample was based on criteria given. In line with, there were 11 samples of Food and Beverages companies. Furthermore, the data analysis technique used multiple linear regression with SPSS 25.*

*The research result concluded Return On Assets (ROA) and Return On Equity (ROE) had positive and significant effect on the stock price of Food and Beverages companies. On the other hand, Earning Per Share (EPS) had negative and insignificant effect on the stock price of Food and Beverage companies which were listed on Indonesia Stock Exchange.*

